

Community Engagement Alliance (CEAL) Against COVID-19 Disparities Update

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Racial and Ethnic Minorities are Disproportionately Affected by COVID-19*

Risk for COVID-19 Infection, Hospitalization, & Death by Race/Ethnicity¹

Rate ratios compared to White Persons	American Indian or Alaska Native	Asian	Black or African American	Hispanic or Latino
Cases	1.6x	0.7x	1.1x	2.0x
Hospitalization	3.3x	1.0x	2.9x	2.8x
Death	2.4x	1.0x	1.9x	2.3x

**Note that the CDC data shown does not include Pacific Islander populations which is another population disproportionately affected by COVID-19*

¹ Table Source CDC as of May 26, 2021: [Risk for COVID-19 Infection by Race/Ethnicity \(CDC\)](#)

CEAL: Overarching Goal

To understand factors that contribute to the disproportionate burden of COVID-19 in underserved communities and establish effective, community-engaged strategies to enhance education, awareness, trust, access, and inclusion of underserved communities in COVID-19 treatment and prevention strategies to reduce disparities.

CEAL Overview

NIH Community Engagement Alliance (CEAL) Against COVID-19 Disparities was established to lead outreach and engagement efforts in underserved ethnic and racial minority communities disproportionately affected by the COVID-19 pandemic and in overall vaccine and therapeutic trials in the future.

COMMUNITIES OF FOCUS

African Americans/Blacks • Hispanic/Latinos • American Indians/Alaskan Natives • Asian Americans, Native Hawaiians and Pacific Islanders



**Establish Partnerships
within the Community**



**Address Misinformation
within Communities of
Color**



**Grow an Understanding
and Trust in Science**



**Accelerate the Uptake of
Beneficial Treatments**

Deploy a set of public messages that **present accurate information about COVID-19.**

Create mechanisms, processes, and structures to **conduct urgent community-engaged research and outreach** within the target community.

CEAL Alliance

The Alliance includes a diverse ecosystem of partners and trusted leaders across the country to engage communities.



Alliance Activities on the Ground

CEAL Teams conduct a variety of activities to engage communities of focus.



Establish Partnerships with Communities



DMV Youth voices: CEAL teams will engage youth and young adults in advisory roles for message development.



Address Misinformation



MI & NC Crowdsourcing messaging ideas that resonate with the community.



Increase Trust in Science



CA, LA, AL, TN & MI Hosting townhalls with community health workers & professionals targeting at-risk groups.



Accelerate Uptake of Beneficial Interventions



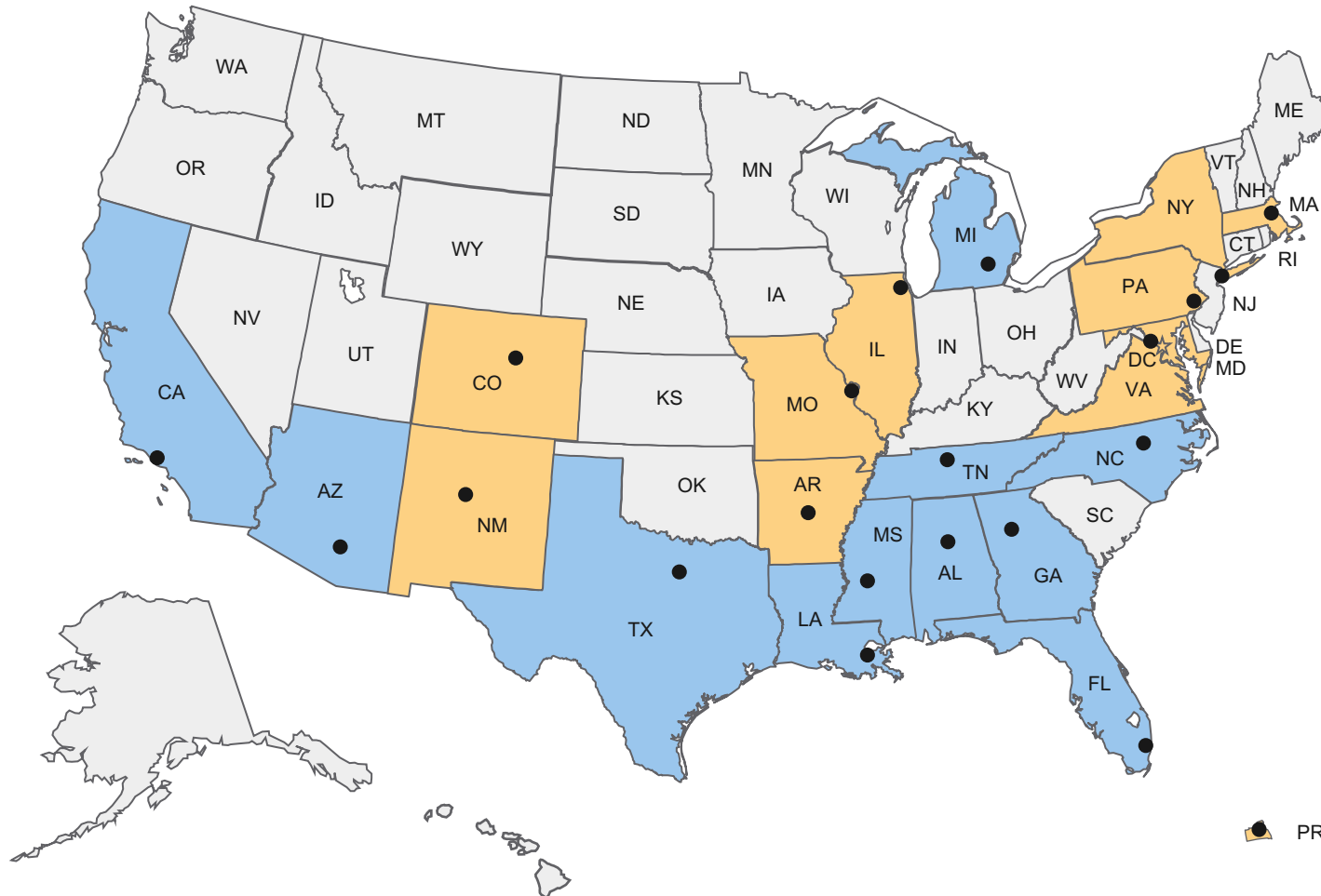
GA's Morehouse School of Medicine holds vaccination Saturdays; >1,700 residents vaccinated.

CEAL Footprint

On April 29, 2021, CEAL strategically expanded the Alliance to serve communities affected disproportionately across 10 geographies in response to the COVID-19 pandemic.

Original Teams

- Alabama
- Arizona
- California
- Florida
- Georgia
- Louisiana
- Michigan
- Mississippi
- North Carolina
- Tennessee
- Texas

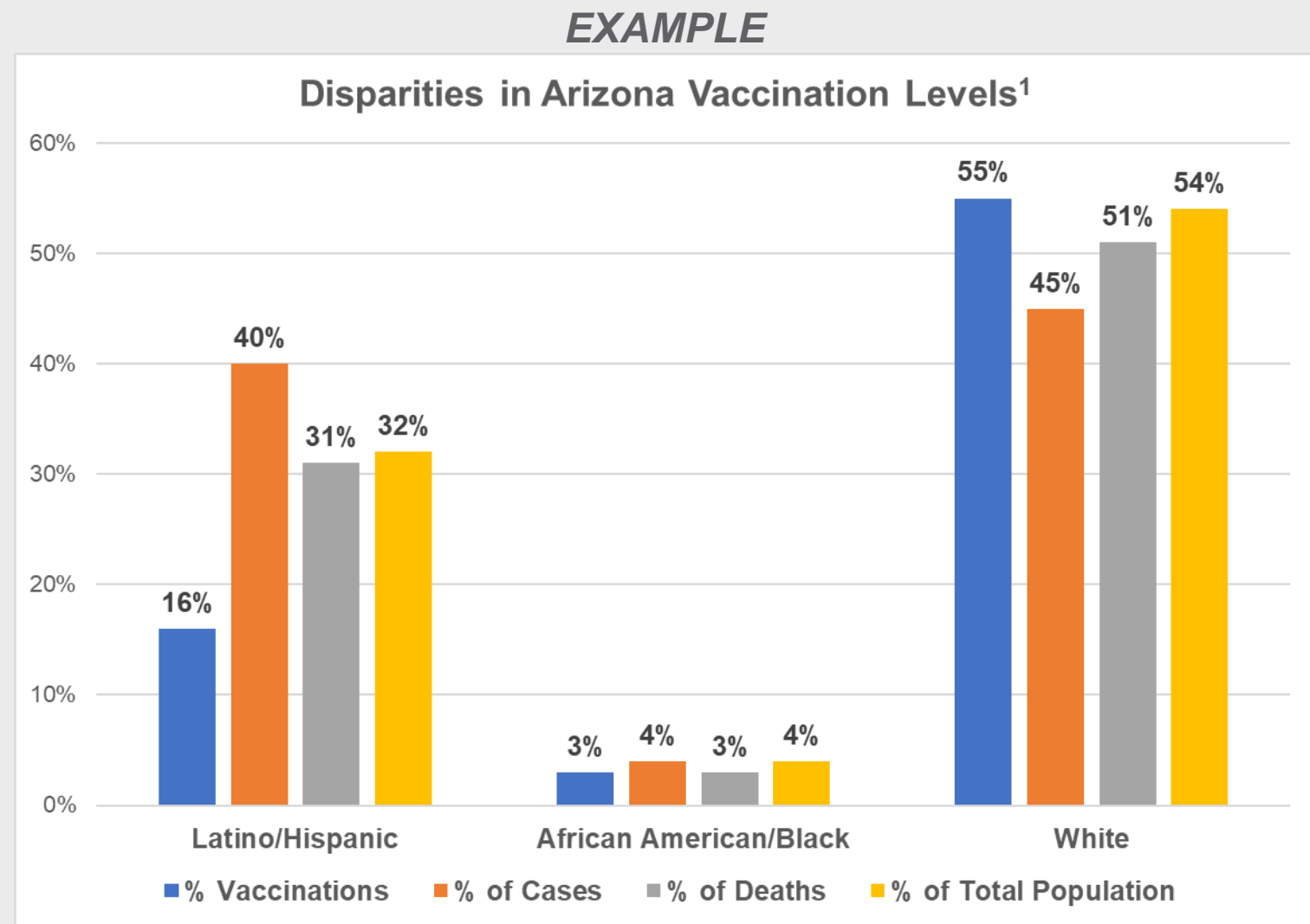


2021 Additions

- Arkansas
- Colorado
- DMV
- Illinois
- Massachusetts
- Missouri
- New Mexico
- New York
- Pennsylvania
- Puerto Rico

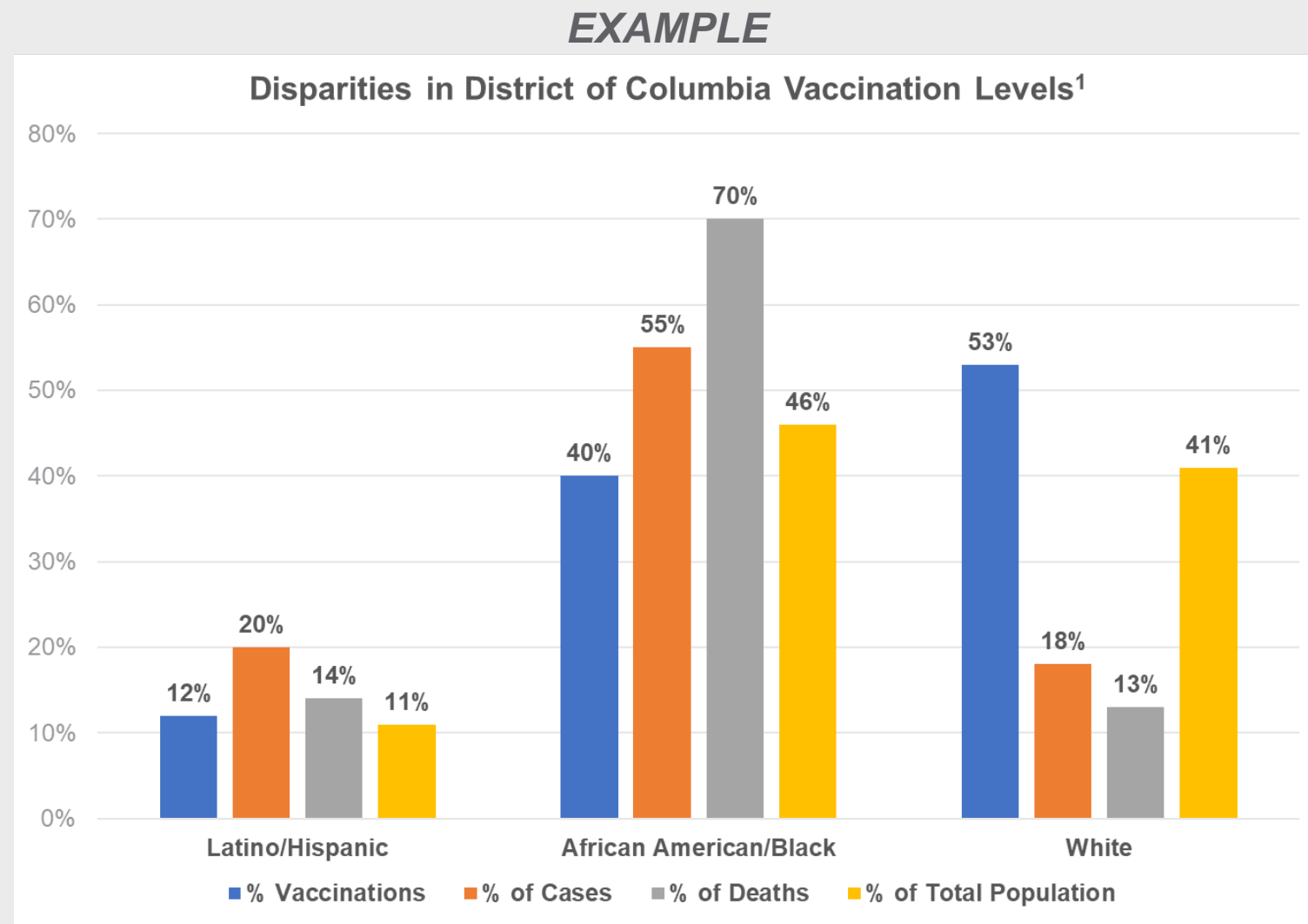
Disparities in U.S. Vaccination Levels¹ Relative to COVID-19 Burden:

Across US states, Latino/Hispanic and African American/Black populations have received a smaller share of vaccinations compared to their share of cases and percentage of the total population.



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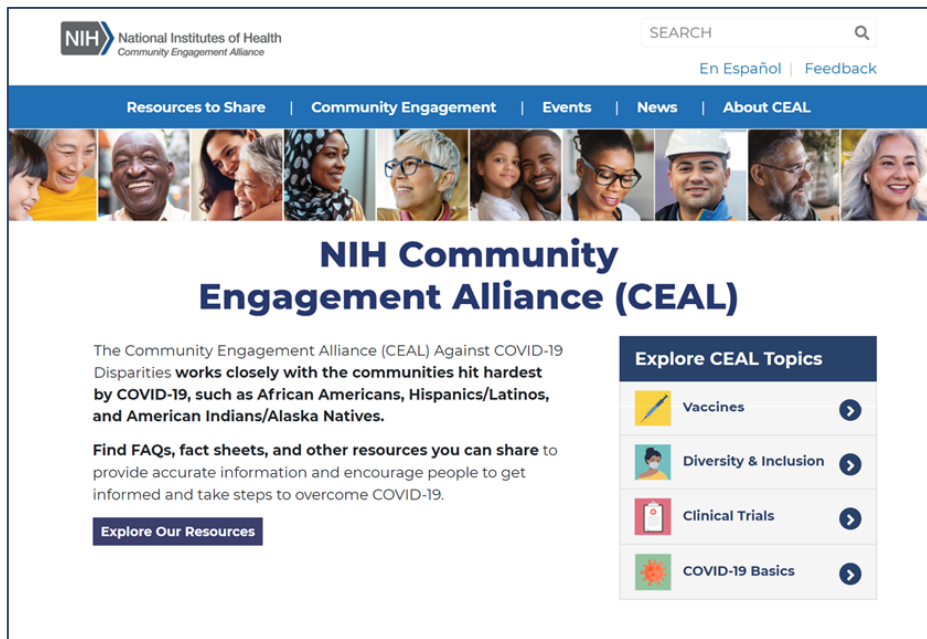
How CEAL is Reaching Communities

The CEAL initiative and its grantees (aka “CEAL Research Teams”), collectively referred to as the CEAL Alliance, are reaching communities of color in the following ways:

-  **Prioritizing Communities Hardest Hit by COVID-19**
-  **Diverse Partnership Network**
-  **Resource/Content Development**
-  **CEAL Website**
-  **Social Media**
-  **Events at Local, State, and National Levels**

CEAL Resources to Enable Outreach

Across the Alliance, CEAL has leveraged its experience and lessons learned to create useful resources—including **videos, social media posts, handouts, and fact sheets**—available on the CEAL website to facilitate outreach to communities about critical topics.



Learn more:
covid19community.nih.gov



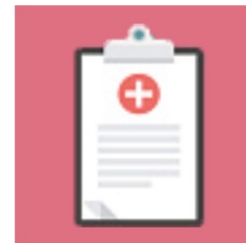
Vaccines

This section includes general information on vaccines and how the COVID-19 vaccine will work to protect people who get the vaccine and their family and friends.



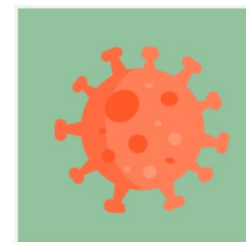
Diversity & Inclusion

Participants in any clinical trial should represent the patients who will use the drug or vaccine being tested. This section includes resources about removing barriers and including ethnic/racial minorities in COVID-19 trials.



Clinical Trials

Understanding what it means to participate in a clinical trial is an important first step for people considering volunteering. This section includes information around clinical trials.

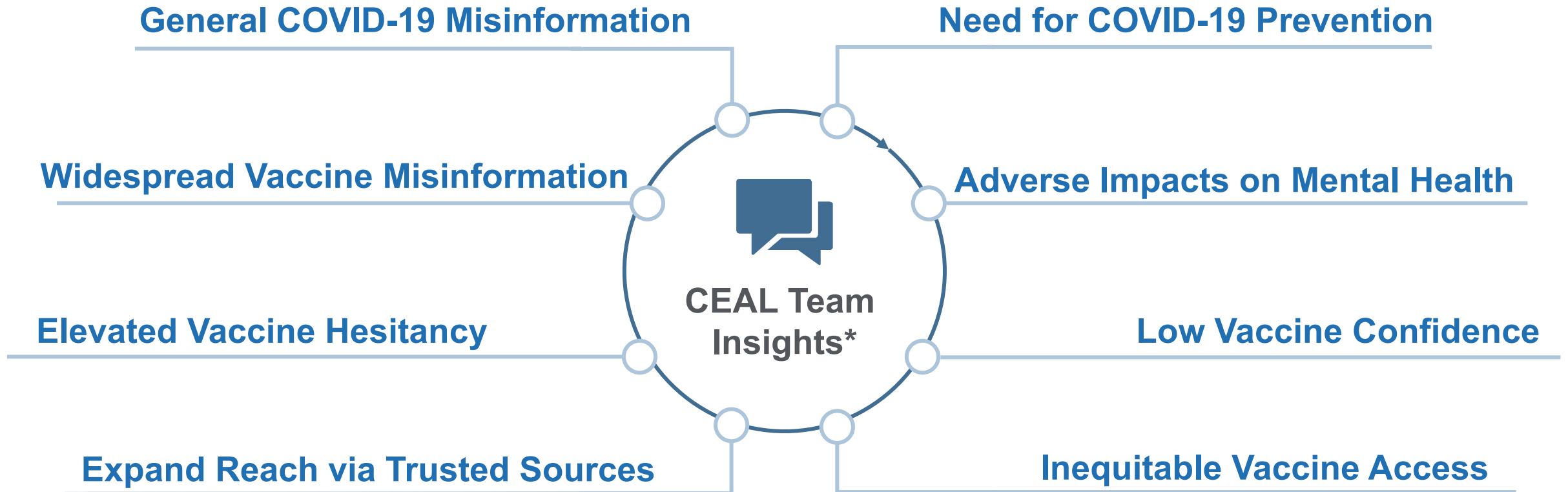


COVID-19 Basics

Preventing the spread of COVID-19 is one of the most powerful ways we can fight it. This section includes information to help understand what COVID-19 is and how to protect yourself and others.

Insights Derived from CEAL Teams

In the first six months of the program, CEAL Research Teams surfaced insights related to the pandemic and public health interventions through engagement with communities.



**Derived from more than 100 engagement activities, including focus groups, interviews, and listening sessions*

CEAL REACH

*In the first six months, the original 11 CEAL research teams in the Alliance had **remarkable reach** including:*



Over **25,800 interactions** with community members through CEAL Research Team outreach efforts (e.g., community forums, town halls, social media engagements)



More than **3.4 million people reached** with messages or educational materials about COVID-19 through CEAL events, social media and distributed educational materials



More than **1,650 connections** with COVID-19 clinical trial Principal Investigators and Organizations

CEAL Community Engagement Spotlights

The following examples show the diverse ways CEAL research teams are engaging with communities.

Clinical Trial Collaboration – Mississippi



INCREASING DIVERSITY IN CLINICAL TRIALS

- Partnered with University of Mississippi Medical Center (UMMC) to register participants in COVID-19 clinical trials
- Reached **64% African American enrollment across all COVID-19 clinical trials** (vaccine and therapeutic), and **80% African American enrollment in the UMMC vaccine clinical trial**



Partnering with Promotores – Texas



BUILDING INFRASTRUCTURE FOR HEALTH EQUITY

- Developed **trainings for community health workers (CHWs)** about clinical trials and vaccines.
- Identified **issues caused by language barriers** with underserved communities
- Discovered that **poor translation of material** adds to the mistrust that exists within the Brown and Black Communities
- Trained **900+ Promotores/CHWs**



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Working with State Government – Arizona

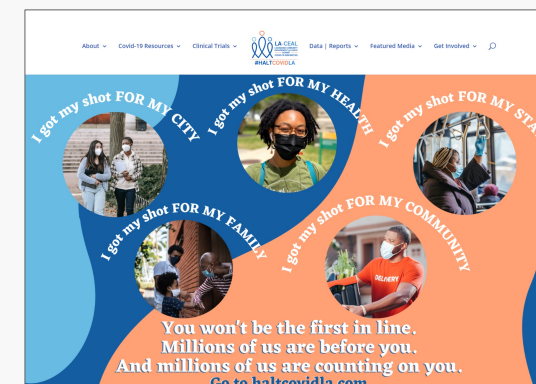
PARTNERING TO INCREASE ACCESS

- Partnered with Arizona's Medicaid agency to **leverage COVID-19 vaccinators** through the Department of Health to do **home-based or congregate care-based vaccinations**
- Worked to update the **statewide COVID-19 database** so that **universities can better analyze the data** and understand how to best respond
- Partnered with the Arizona State Health Department to share **Arizona CEAL's data and assessment information** to develop social media and communications materials

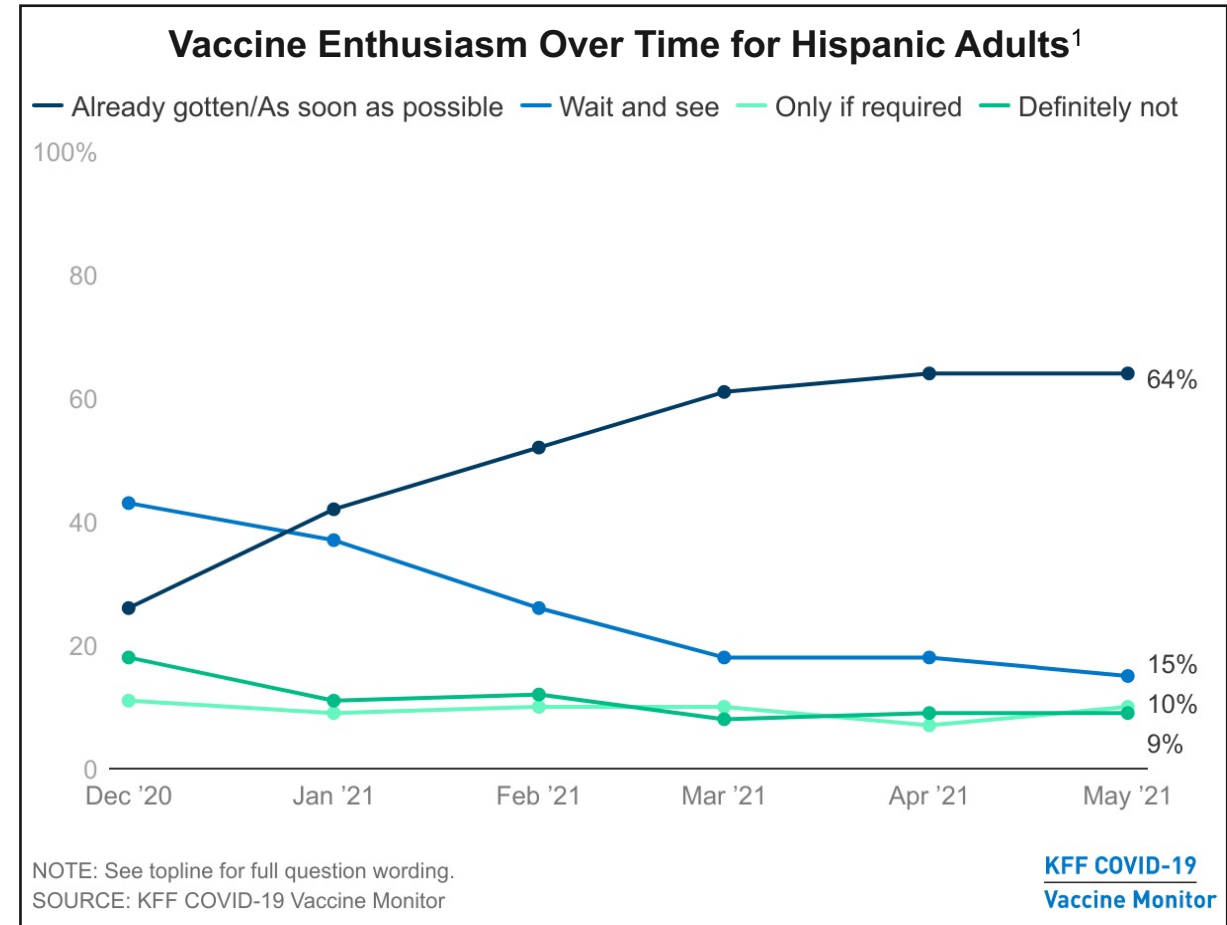
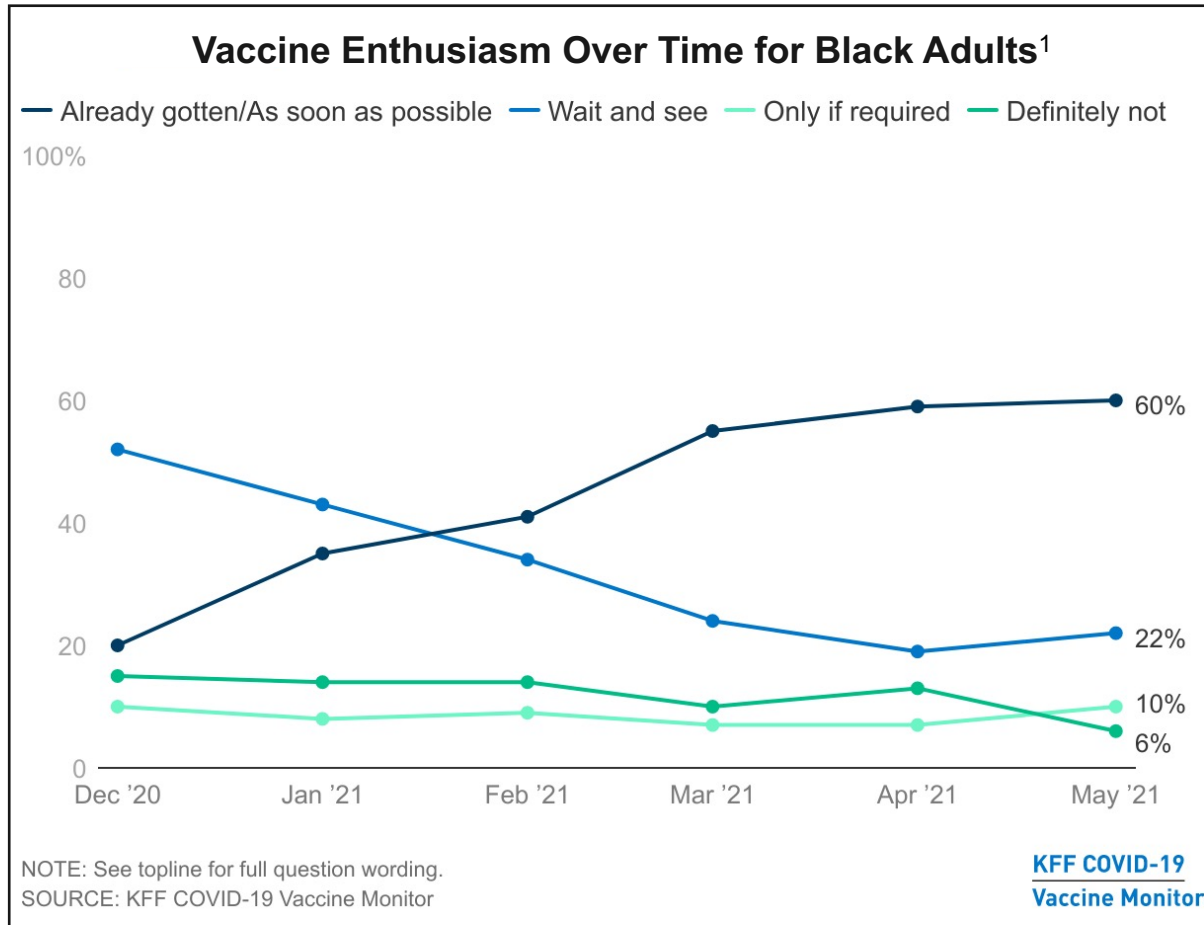
Online Education – Louisiana

COMBATTING MISINFORMATION/MISTRUST

- Identified **key myths and misperceptions about COVID-19** through a community needs assessment
- Established a **LA CEAL Website and social media platforms** to address key misperceptions and myths about COVID-19 and to support COVID-19 vaccination and clinical trial decision-making
- Resulted in **over 49,000 impressions/ community contacts** in the first six months of the project



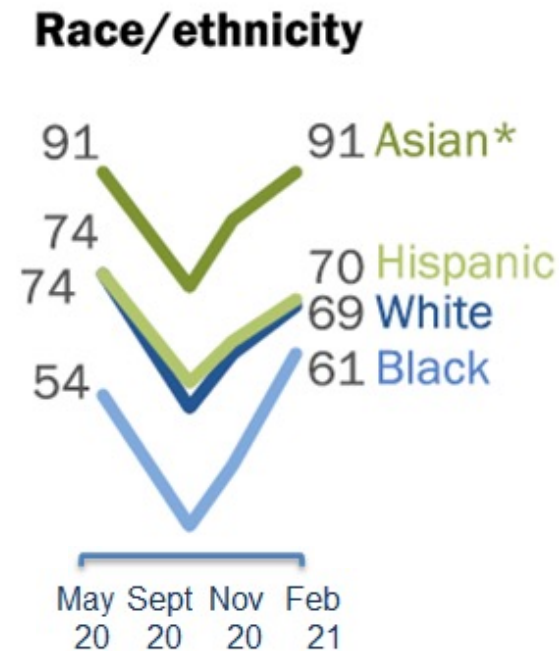
Vaccine Enthusiasm: Changing Perspectives



Vaccine enthusiasm across the US among Black or African American and Hispanic or Latino adults has changed over time. This demonstrates that **perspectives on vaccine acceptance can change**, highlighting the importance of both listening to the needs of communities and tackling misinformation.

Building Confidence in COVID-19 Vaccines: Leveraging Trusted Community-Based Relationships

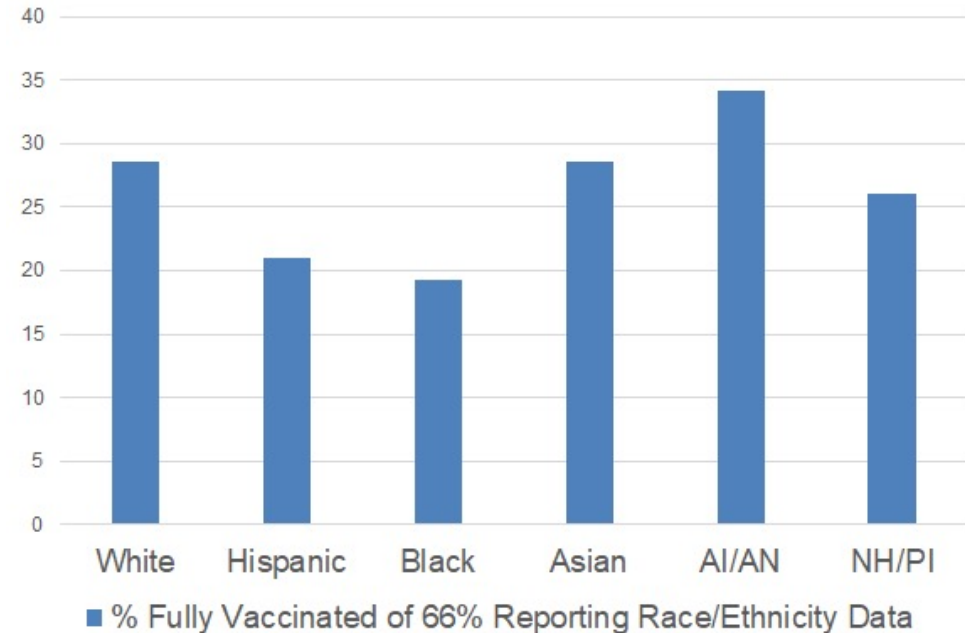
The intent to vaccinate has increased most among Blacks...



November 2020:
42% African American
61% White

February 2021:
61% African American
69% White

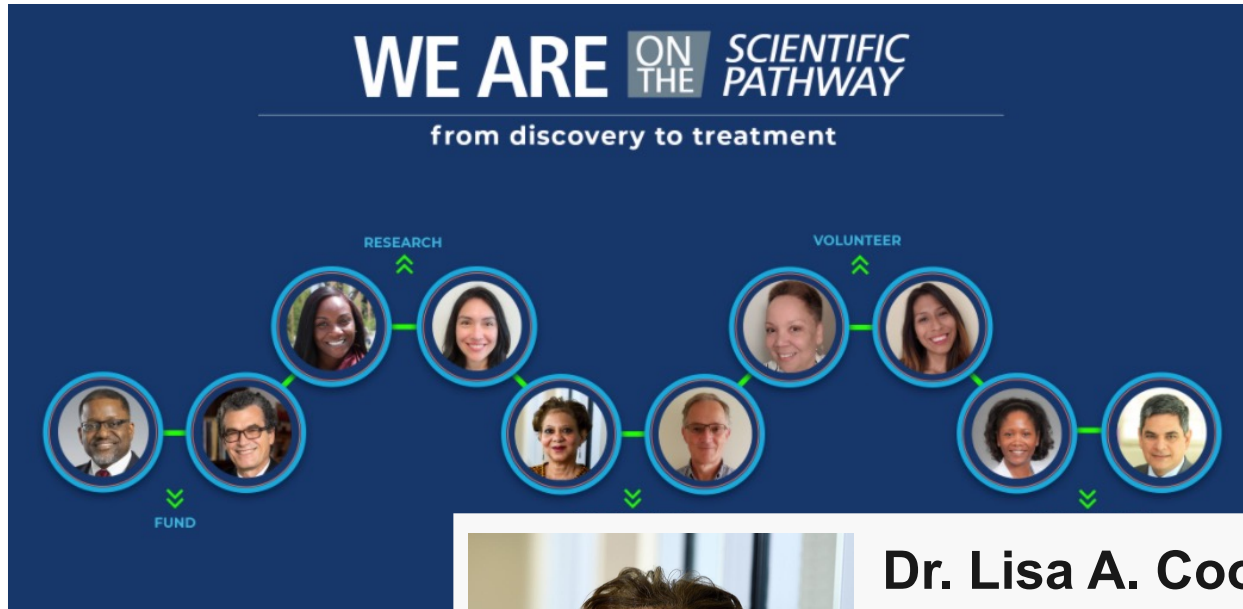
...yet vaccination rates remain low among Black and Hispanic populations.



Strategic community outreach efforts using trusted partnerships are vital for improving confidence and acceptance of COVID-19 vaccines.

COVID-19 Research: Includes People Like Me

CEAL launched the Scientific Pathway to highlight the diverse representation across each phase of the scientific process.



View the Scientific Pathway at:
<https://covid19community.nih.gov/about/scientific-pathway>



Dr. Lisa A. Cooper

Bloomberg Distinguished Professor, Johns Hopkins Bloomberg School of Public Health

"As a safety monitor in the COVID-19 clinical trials, it is my responsibility to protect volunteer participants and make sure their safety is the highest priority. My role allows me to ease any concerns raised by family and friends and make sure they continue to trust the science. I can say with the utmost confidence that this vaccine is safe and effective."

Lessons Learned: Implications for Community Engagement



Leadership goes beyond scientists – local leaders (e.g., local influencers, faith leaders, local government officials) are instrumental to reaching communities in effective ways



Collaboration and co-creation with community partners to accurately represent the needs of communities increases the effectiveness of engagement



Disaggregation of race/ethnicity data is critical to uncover disparities hidden in existing data



Simultaneous development in multiple languages is critical to meet community needs



Significant demand exists for expertise in community engagement and community-engaged research



There is potential for exponential impact as trusted relationships are established and bolstered in disproportionality affected communities

CEAL as a Platform to Support Community-Engaged Research

CEAL leadership has received several requests from clinical trial teams for assistance on increasing inclusive participation in community-engaged research, including help with:

- Enhancing community engagement in research
- Developing basic tools and techniques to enhance outreach with and messaging to racial and ethnicity minority communities
- Building partnerships with communities

CEAL can be a repeatable resource to help the research ecosystem work with communities to address disparities

The Vision for CEAL

WHERE CEAL IS TODAY...

...An immediate response to address COVID-19 Disparities

CEAL serves as an alliance to respond to the COVID-19 pandemic, until the pandemic is declared over



WHERE CEAL IS HEADING...

...An approach to address COVID-19 disparities long-term

CEAL continues to prioritize COVID-19 response and transitions to pandemic recovery and resilience

AND

...A scaled alliance to promote community engagement and inclusive participation across NIH

CEAL serves as a scaled alliance approach across NIH to advance health equity in trans-NIH research priorities

Guiding Principles to Combat COVID-19 through Community-Engaged Research and Outreach

1. **Move at the speed of TRUST!**
2. Build and sustain trusting relationships through community-engaged research.
3. Work with trusted voices and trusted messengers at the national and local levels.
4. Address social determinants of health.

[Communication Resources](#) | [Current Research Studies](#) | [About CEAL](#)



Community Engagement Alliance (CEAL) Against COVID-19 Disparities

In the United States, COVID-19 has taken a greater toll on communities of color.

CEAL focuses on addressing misinformation around COVID-19, engaging trusted partners and messengers in the delivery of accurate information and educating communities on the importance of inclusion in clinical research to overcome COVID-19, and most importantly, health disparities. This is especially important for people unduly burdened by COVID-19 such as **African Americans, Hispanics/Latinos, and American Indians/Alaska Natives, who account for over half of all reported cases in the United States.**

CEAL's research teams also conduct research on the most effective strategies for ensuring inclusion and for engaging, educating and increasing awareness within these groups about vaccine and treatment clinical trials to prevent and treat the disease.



COVID19COMMUNITY.NIH.GOV

People of CEAL

CEAL researchers and community partners are made up of people from the communities the Alliance is serving.

CEAL Steering Committee Co-Chairs



**Rita
Carreón**



**Dr. Lisa
Cooper**



**Rev. Kendrick
E. Curry**



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CEAL Working Group Co-Chairs

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Acknowledgements

New CEAL Research Team Principal Investigators

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NY: Chau Trinh

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PR: Vivian Colon

MA: Benjamin Linas

DMV: Cheryl Himmelfarb

PA: Jose A Bauermeister

Existing CEAL Research Team Principal Investigators

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MS: Caroline Compretta

CA: Arleen Brown

TN: Paul Juarez

FL: Olveen Carrasquillo

MI: Erica Marsh

LA: M Krousel-Wood

AL: Mona Fouad

TX: Jamboor Vishwanatha

CEAL Research Teams have partnerships with hundreds of community-based organizations



Thank You